

Cable Network Coverage Estimates As Of July 2012



Here are the Nielsen cable channel (includes satellite & telco providers too) coverage estimates as of July 2012. To clarify after some questions, these are the number of households that **actually receive** each network, not the number that are simply eligible to receive them.

Network	Households (000)	Coverage %
A&E NETWORK	99,012	86.32%
ABC FAMILY	97,451	84.96%
ADULT SWIM	99,159	86.45%
AMC	96,700	84.31%
ANIMAL PLANET	96,625	84.24%
BBC-AMERICA	79,548	69.35%
BIOGRAPHY CHANNEL	69,426	60.53%
BLACK ENTERTAINMENT TV	91,516	79.79%
BRAVO	94,607	82.48%
CABLE NEWS NETWORK	99,156	86.45%
CENTRIC	48,921	42.65%
CHILLER	43,486	37.91%
CLOO (formerly SLEUTH)	36,528	31.85%
CMT	91,834	80.06%
CNBC	97,497	85.00%
CNN / HLN	99,727	86.95%
COMEDY CENTRAL	98,607	85.97%
COOKING CHANNEL (formerly FINE LIVING)	59,613	51.97%
CURRENT TV	59,260	51.67%
DESTINATION AMERICA (formerly PLANET GREEN)	59,596	51.96%
DISCOVERY CHANNEL	99,604	86.84%

DISCOVERY EN ESPANOL	8,027	7.00%
DISCOVERY FIT & HEALTH (formerly FIT TV)	48,835	42.58%
DISNEY CHANNEL	98,666	86.02%
DISNEY XD (formerly TOON DISNEY)	79,785	69.56%
DIY NETWORK	57,793	50.39%
E! ENTERTAINMENT TV	97,414	84.93%
ENCORE	40,950	35.70%
ENCORE PRIMARY	39,801	34.70%
ESPN	98,903	86.23%
ESPN CLASSIC	31,969	27.87%
ESPN2	98,806	86.14%
ESPNEWS	74,680	65.11%
ESPNU	73,234	63.85%
FOOD NETWORK	99,601	86.84%
FOX BUSINESS NETWORK	68,407	59.64%
FOX NEWS CHANNEL	97,981	85.42%
FOX SOCCER CHANNEL	41,442	36.13%
FUEL	37,029	32.28%
FUSE	56,727	49.46%
FX	98,052	85.49%
FX MOVIE CHANNEL	42,485	37.04%
G4	61,628	53.73%
GALAVISION	65,469	57.08%
GMC	52,179	45.49%
GOLF CHANNEL	84,436	73.61%
GREAT AMERICAN COUNTRY	62,550	54.53%
GSN	75,049	65.43%
H2 (formerly HISTORY INTERNATIONAL)	68,432	59.66%
HALLMARK CHANNEL	87,373	76.18%
HALLMARK MOVIE CHANNEL	47,262	41.20%
HBO - THE WORKS	31,014	27.04%
HBO PRIME	30,562	26.65%
HEADLINE NEWS	98,971	86.29%
HISTORY	98,708	86.06%
HOME AND GARDEN TV	98,947	86.27%
INDEPENDENT FILM CHANNEL	67,060	58.47%
INVESTIGATION DISCOVERY (formerly DISCOVERY TIMES)	79,491	69.30%
LIFETIME MOVIE NETWORK	84,453	73.63%
LIFETIME TELEVISION	98,904	86.23%
LOGO	50,299	43.85%
MAXPRIME	18,864	16.45%
MILITARY CHANNEL	60,656	52.88%
MLB NETWORK	69,861	60.91%
MSNBC	95,526	83.28%
MTV: MUSIC TELEVISION	98,591	85.96%
MTV2	79,655	69.45%
MULTIMAX	19,095	16.65%
MUN2 CABLE	38,200	33.30%

NATIONAL GEOGRAPHIC WILD	56,809	49.53%
NATIONAL GEOGRAPHIC CHNL	83,881	73.13%
NBA-TV	59,833	52.16%
NBC SPORTS NETWORK	78,063	68.06%
NFL NETWORK	59,499	51.87%
NICK-AT-NITE	99,664	86.89%
NICKELODEON	99,664	86.89%
NICKTOONS	61,426	53.55%
NICK JR (formerly NOGGIN)	75,022	65.41%
NUVO TV	29,621	25.82%
OPRAH WINFREY NETWORK (formerly Discovery Health)	79,092	68.96%
OUTDOOR CHANNEL	37,801	32.96%
OVATION NETWORK	51,400	44.81%
OXYGEN MEDIA	79,500	69.31%
REELZCHANNEL	63,893	55.70%
RFD-TV	41,206	35.93%
SCIENCE (formerly SCIENCE CHANNEL)	76,257	66.48%
SHOWTIME	25,071	21.86%
SHOWTIME PRIME	24,846	21.66%
SOAPNET	68,961	60.12%
SPEED	81,449	71.01%
SPIKE TV	98,623	85.98%
SPORTSMAN CHANNEL	30,288	26.41%
SPROUT	54,413	47.44%
STARZ	27,828	24.26%
STARZ PRIMARY	27,040	23.57%
STYLE	77,714	67.75%
SYFY	98,006	85.45%
TBS NETWORK	100,025	87.21%
TeenNick (formerly THE N)	71,767	62.57%
THE CARTOON NETWORK	99,159	86.45%
THE HUB (formerly DISCOVERY KIDS)	64,200	55.97%
THE INSPIRATIONAL NETWORK	70,922	61.83%
THE WEATHER CHANNEL	100,205	87.36%
TLC	98,871	86.20%
TRAVEL CHANNEL	94,716	82.58%
TR3S	33,616	29.31%
TRU TV (formerly COURT TV)	92,315	80.48%
TURNER NETWORK TELEVISION	98,921	86.24%
TV GUIDE NETWORK	80,388	70.09%
TV LAND	96,573	84.20%
TV ONE	57,308	49.96%
USA NETWORK	99,301	86.57%
VELOCITY (Formerly HD THEATER)	41,793	36.44%
VH1	97,944	85.39%
VH1 CLASSIC	60,962	53.15%
WE:WOMENS ENTERTAINMENT	78,783	68.69%
WGN AMERICA (formerly Superstation WGN)	75,965	66.23%

TOTAL CABLE PLUS	103,934	90.61%
TOTAL WIRED CABLE	68,568	59.78%
CABLE PLUS W/ PAY	55,245	48.16%
WIRED CABLE W/ PAY	35,792	31.20%
ADS	36,170	31.53%
TOTAL U.S.	114,700	

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